**Economics Project A**

The iPad was created by Steve Jobs, the CEO of the Apple Company. The origin of the idea of iPad was then Jobs’ vision of a multi-touch display, a notch up from the tablet computers, being smaller and lighter than the complimenting smartphones and laptops. IPad came into market on 3rd April 2010.

A 16GB iPad will cost $499, 32GB will be $599, and the 64GB version will go for $699. But prices could change if the company is not attracting as many customers as anticipated. Apple executives said “Apple indicated it would consider lowering prices if initial demand appears to be slow.” Through our economics knowledge, we understand that the price of iPad depends on the demand and supply of the goods. Should there be a high demand for iPad, the price will increase as shortage occurs. However, when the demand is low, the price for iPad will decrease as there is a surplus.

There are many related or associated products for iPad. Of which are the apple wireless keyboard which uses Bluetooth technology to connect to the iPad, an Apple iPad keyboard dock which is a combination of a keyboard and a dock for charging the iPad and a Apple iPad camera connection kit to import photos and videos from a digital camera.

Website:

<Http://ipad.org/tag/ipadhistory/>

<http://www.csmonitor.com/Innovation/Horizons/2010/0127/How-much-does-the-Apple-iPad-cost-Same-as-the-original-iPhone>

<http://en.wikipedia.org/wiki/Steve_Jobs>

<http://en.wikipedia.org/wiki/iPad>